



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re

Application of: WILSON, Joseph

Examiner: N. Boveja

Application No.: 10/669,791

Group: 3622

Filed: September 25, 2003

For: SYSTEM AND METHOD FOR SEGMENTING AND TARGETING
AUDIENCE MEMBERS

Attorney Docket #: 54820-00602

AMENDMENT AND RESPONSE TO OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
Alexandria, VA 22313-1450

Dear Sir:

Responsive to the Office Action dated October 18, 2007, Applicant respectfully requests reconsideration of the rejections made in view of the following amendment and response. A listing of the claims begins on page 2 of this response and Applicant's remarks begin on page 10.